



City of Morgan Hill Ballot Measure Survey

May 2005

Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City



Methodology

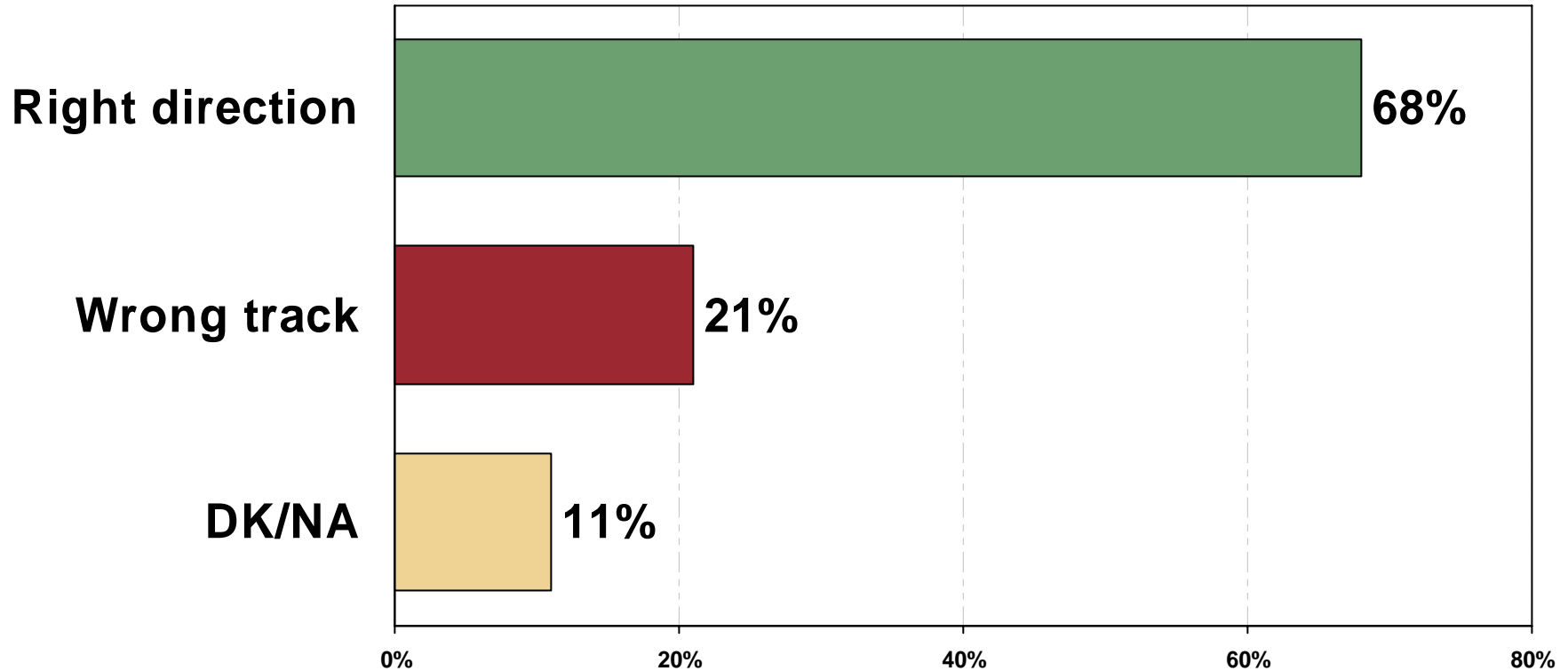
- **400 telephone interviews with Morgan Hill voters likely to cast ballots in the November 2006 general election**
- **Interviews conducted between April 24-27, 2005**
- **Margin of sampling error of +/- 4.9%**



Major Concerns Among Morgan Hill Voters

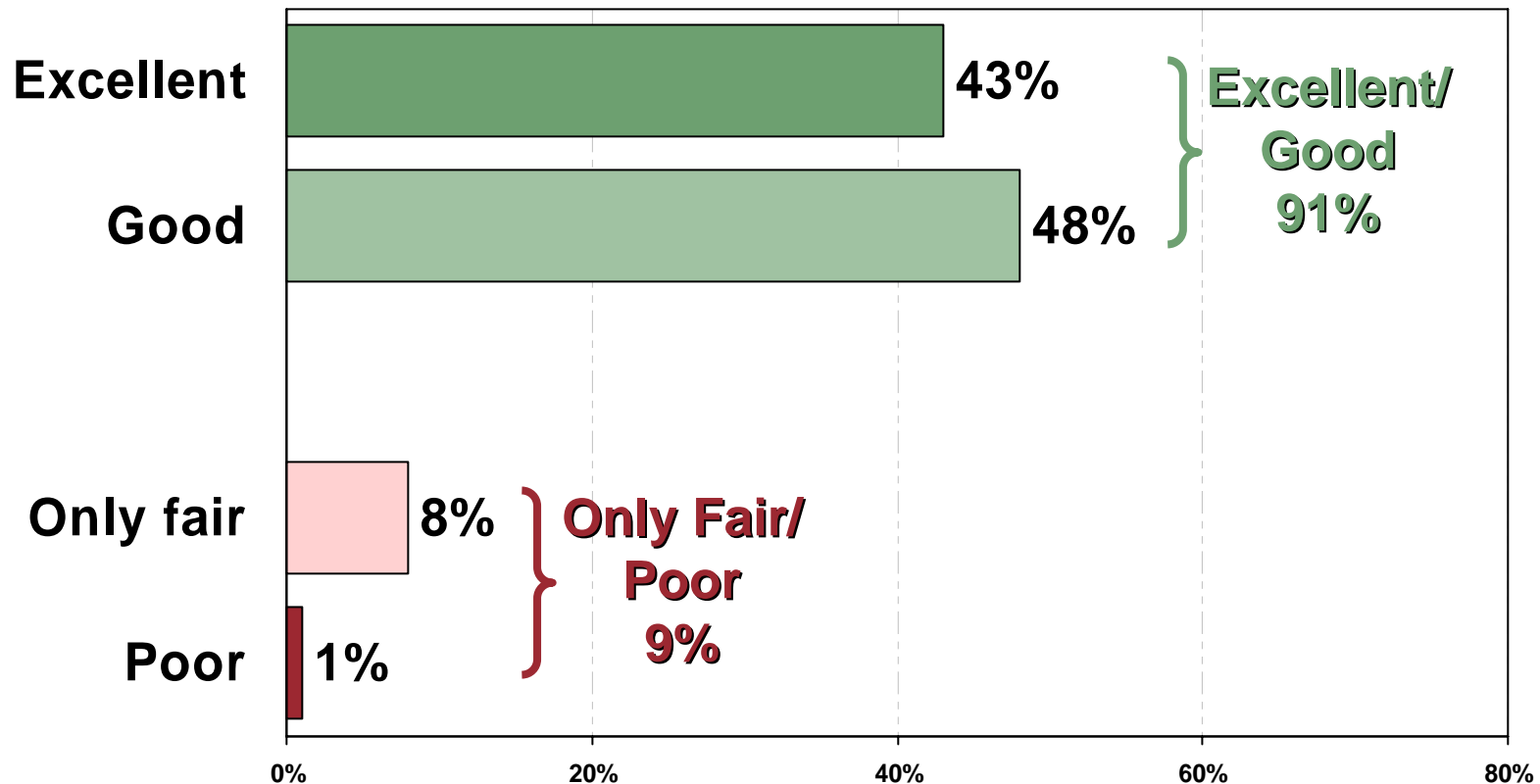


By a three-to-one margin, Morgan Hill voters think that the City is headed in the right direction.





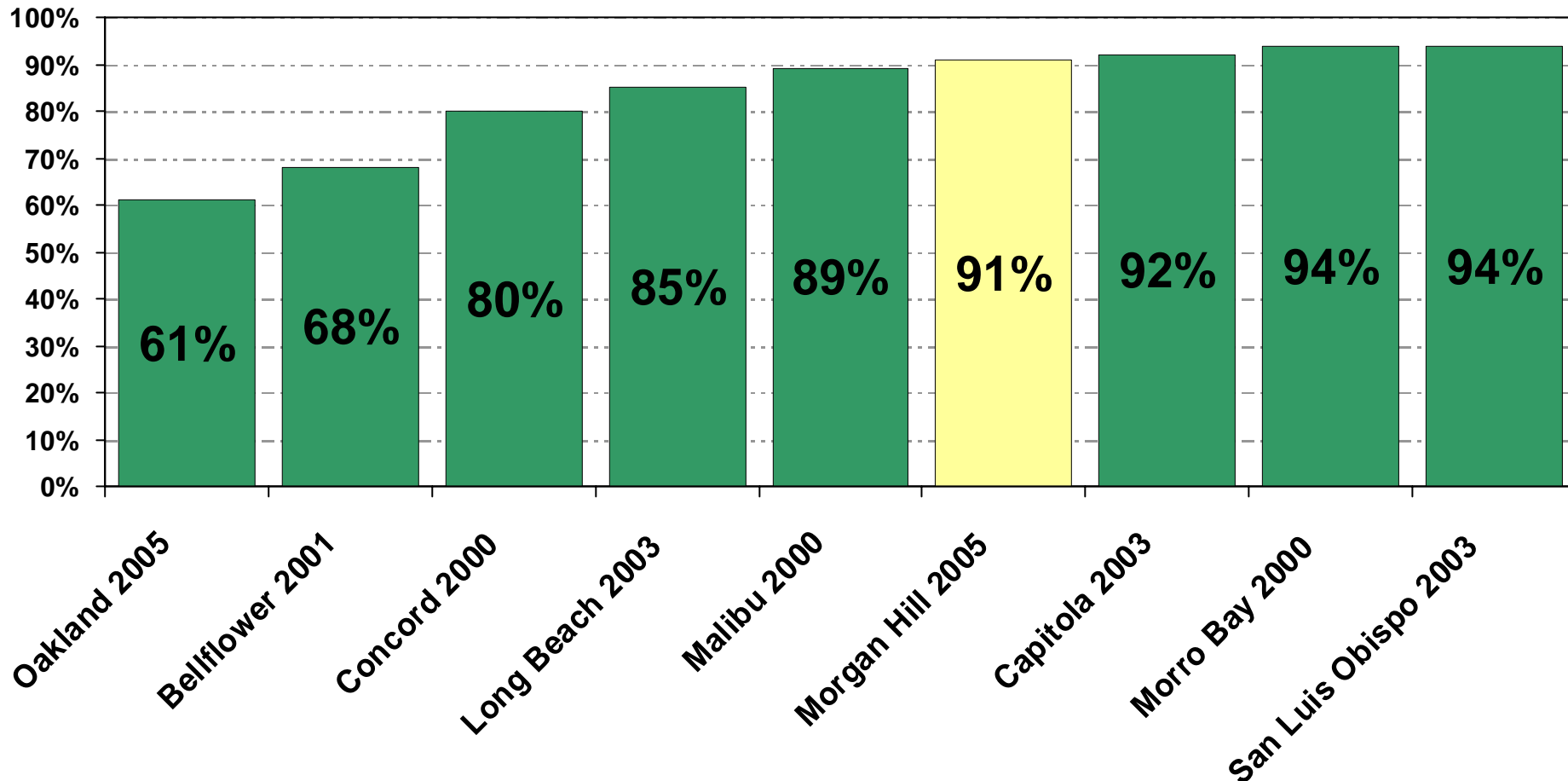
Nine out of ten voters are pleased with Morgan Hill's quality of life.





Morgan Hill's quality-of-life ratings compare very favorably to other cities.

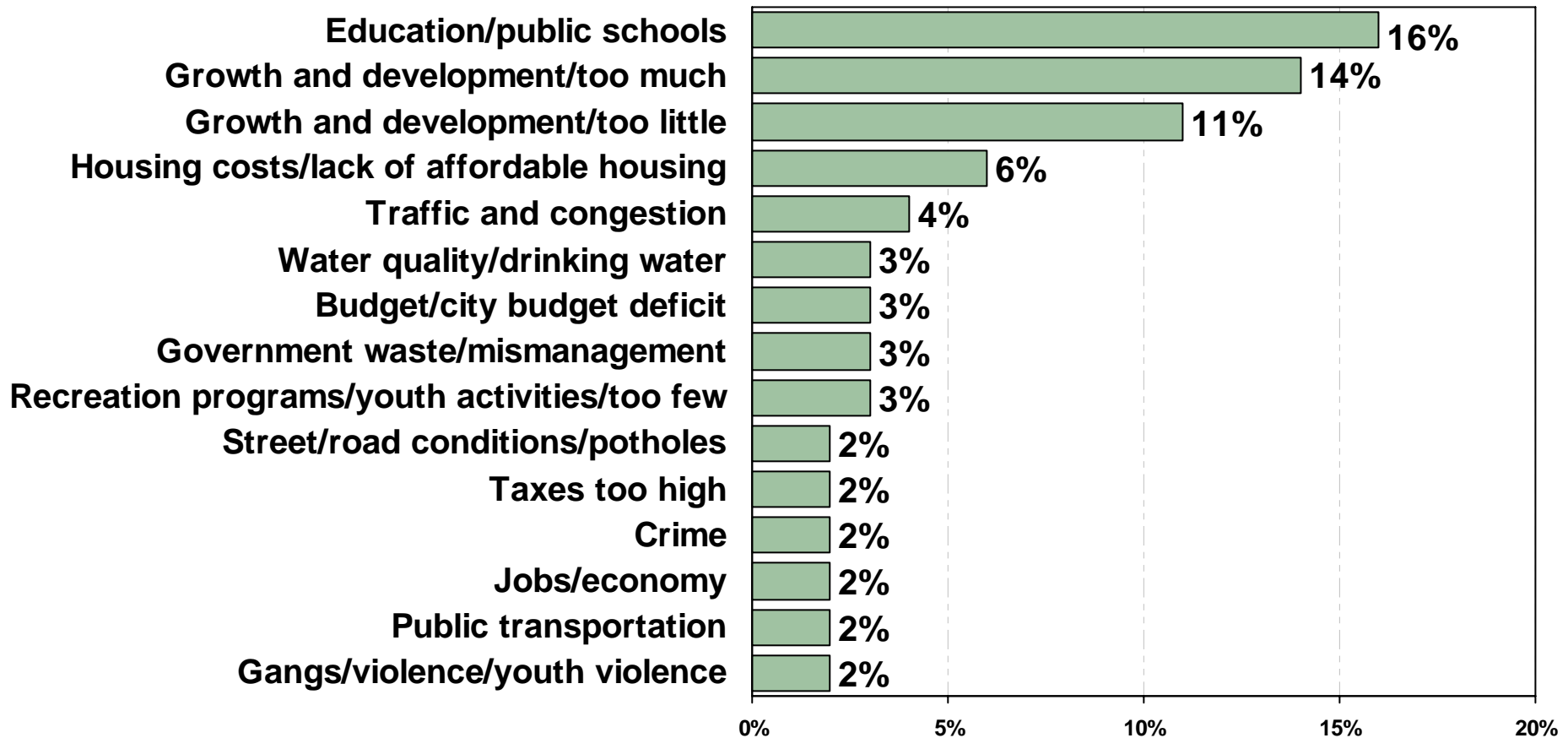
Positive Evaluations of Local Quality of Life





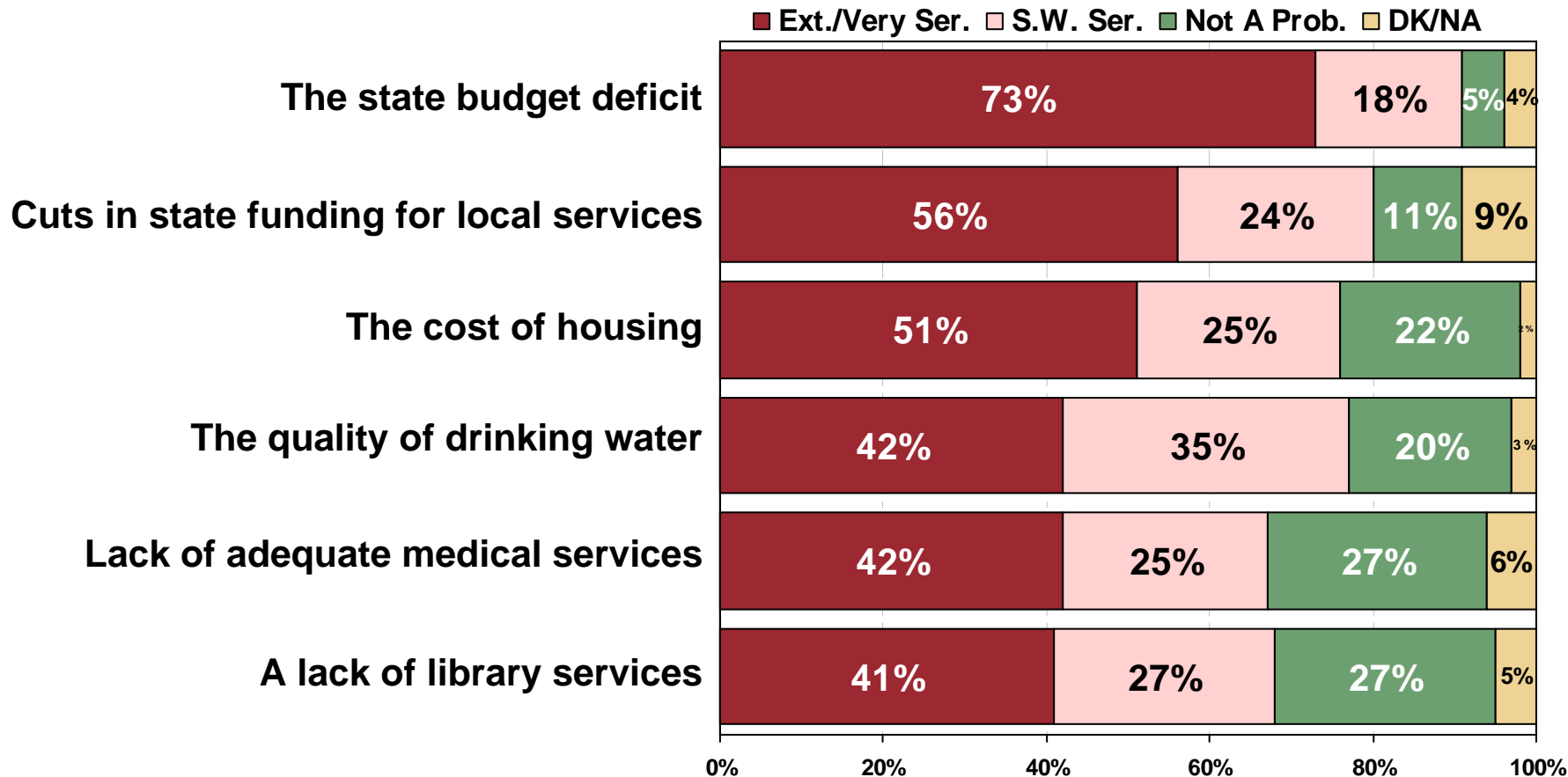
Voters are most concerned about education and growth.

(Open-end, Top responses only)





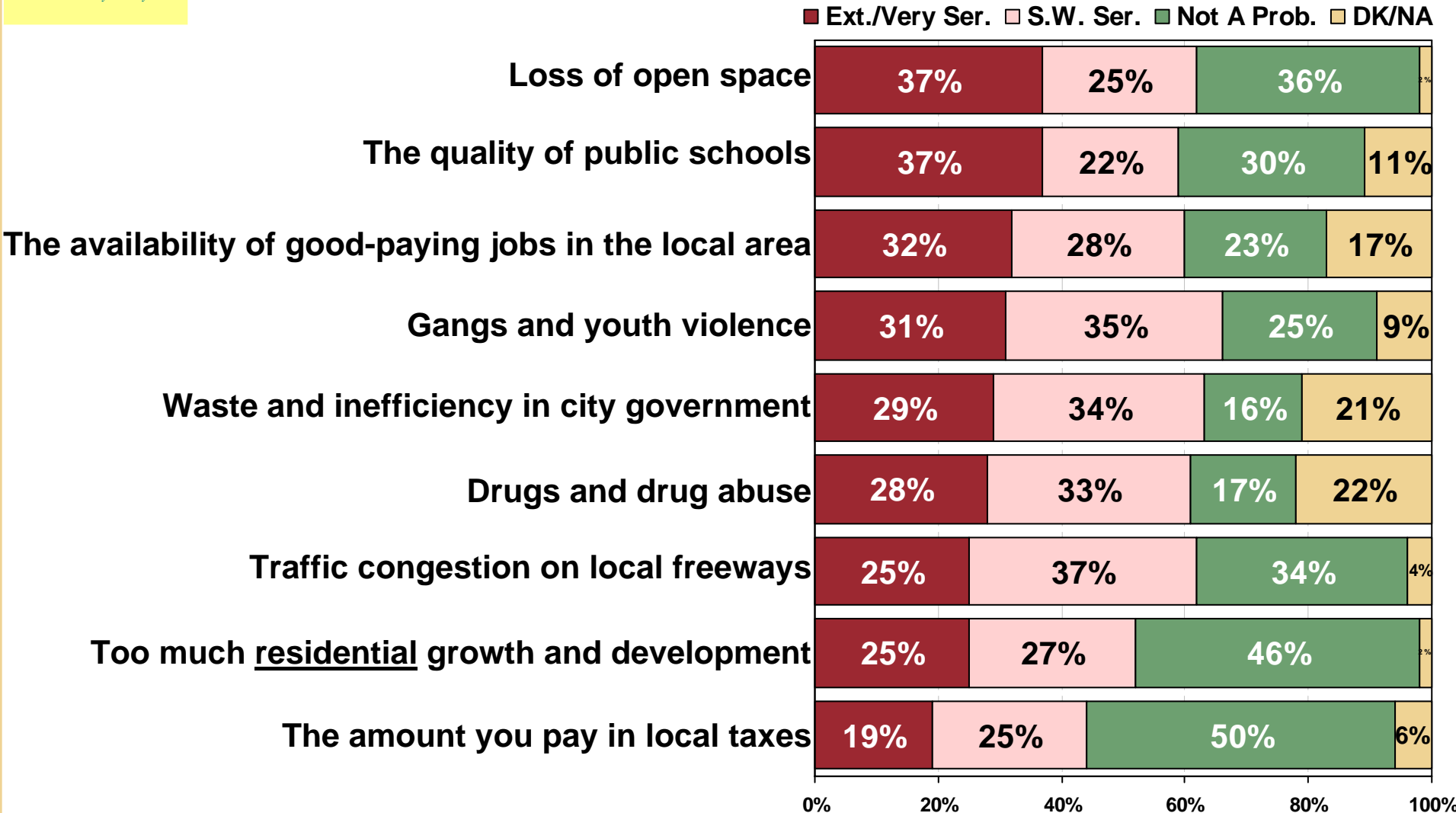
The cost of housing is the only distinctly local concern that most voters see as a serious problem.



8. I'm going to read you a list of things some people say may be problems facing Morgan Hill. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not a problem at all for Morgan Hill residents. Split Sample



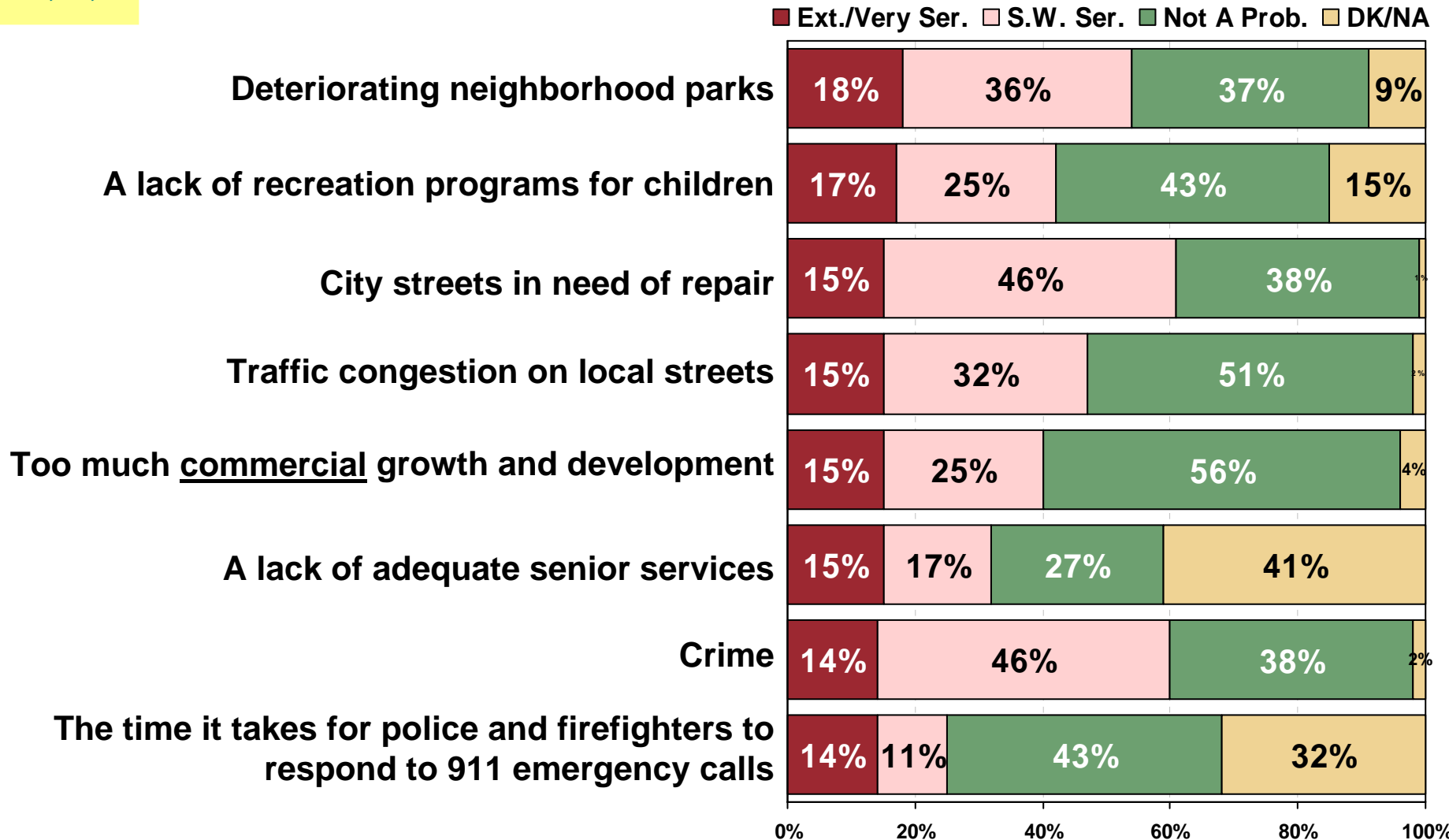
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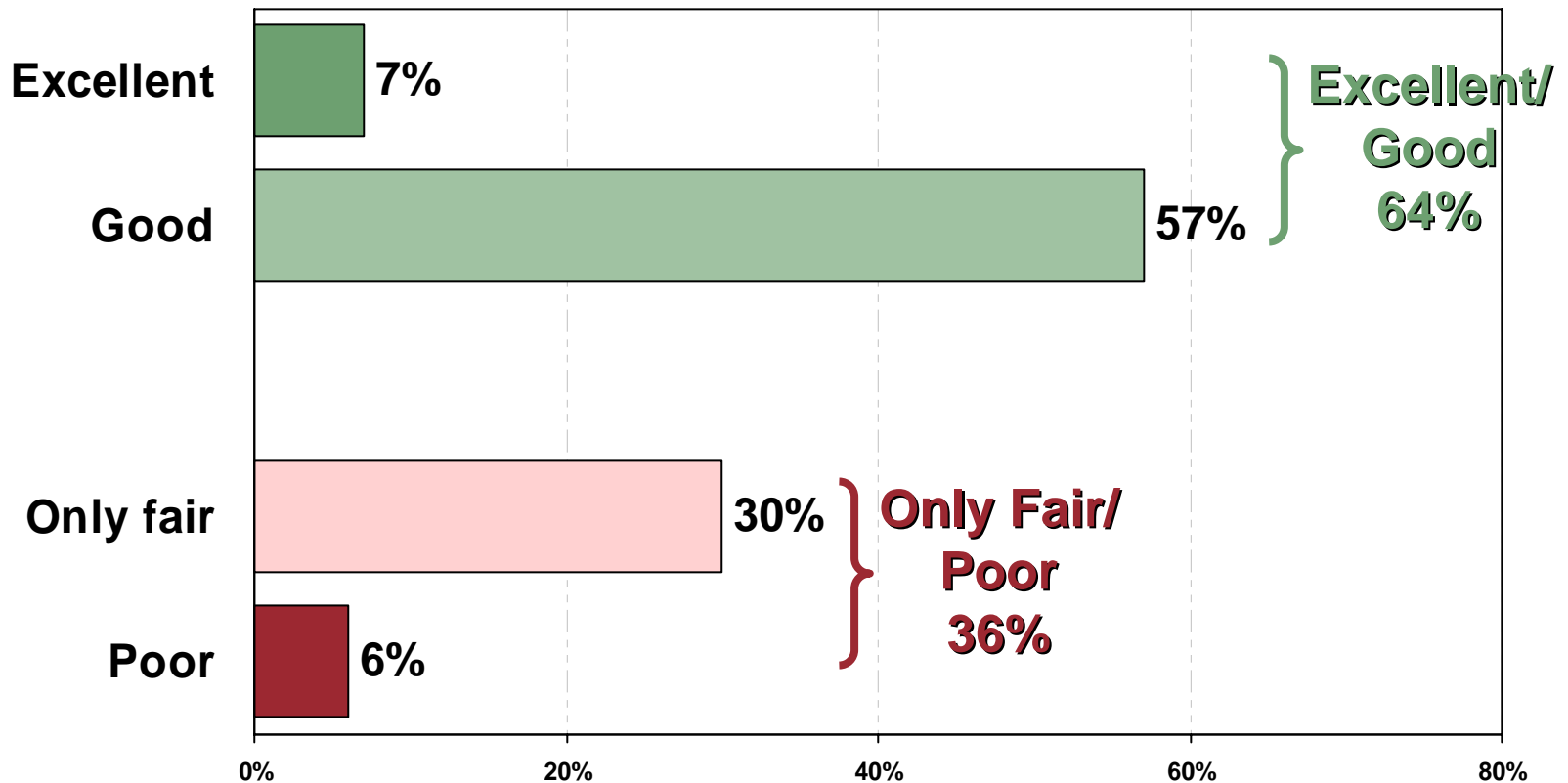
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Assessments of Morgan Hill City Services



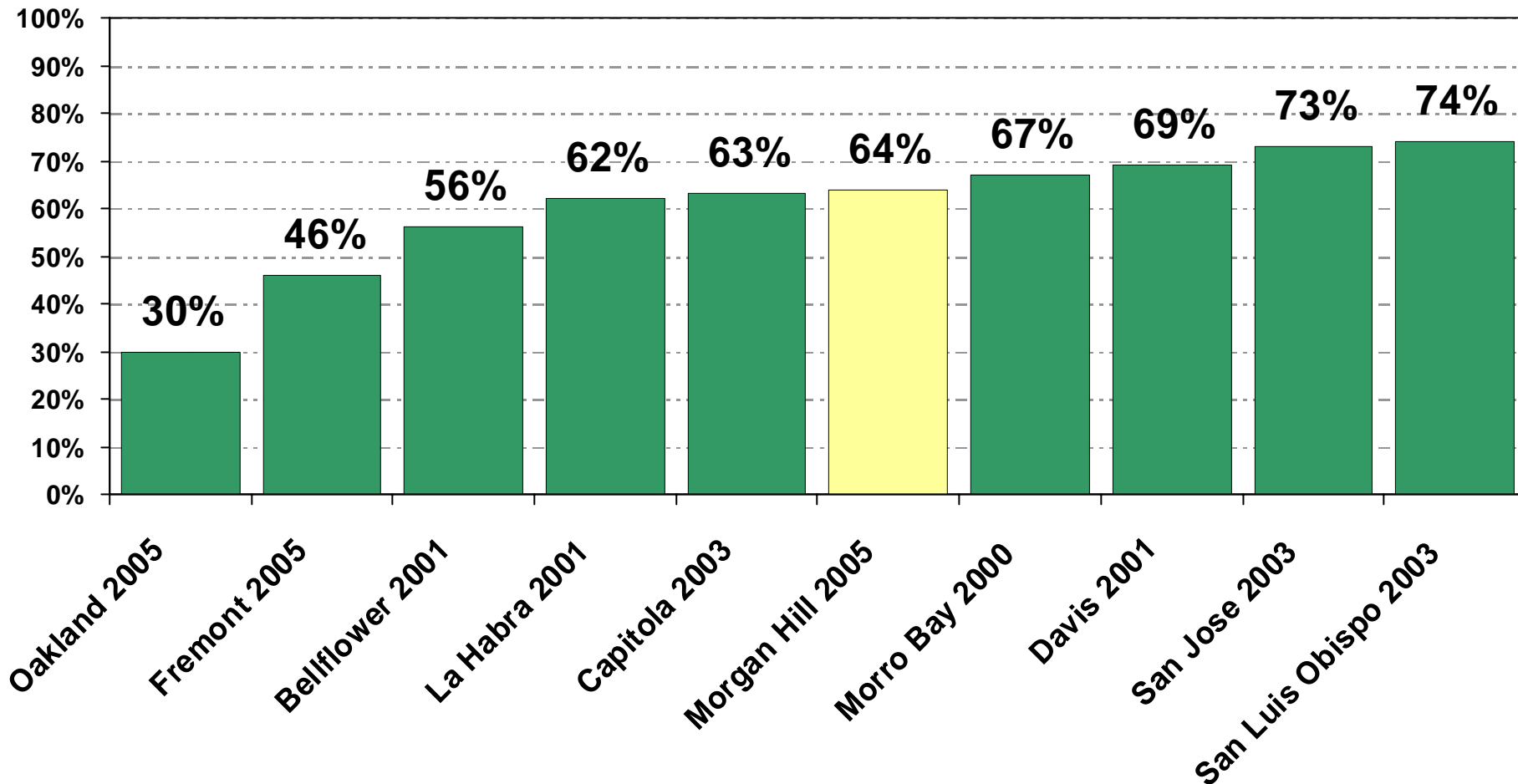
Most voters think City government is doing a good job.





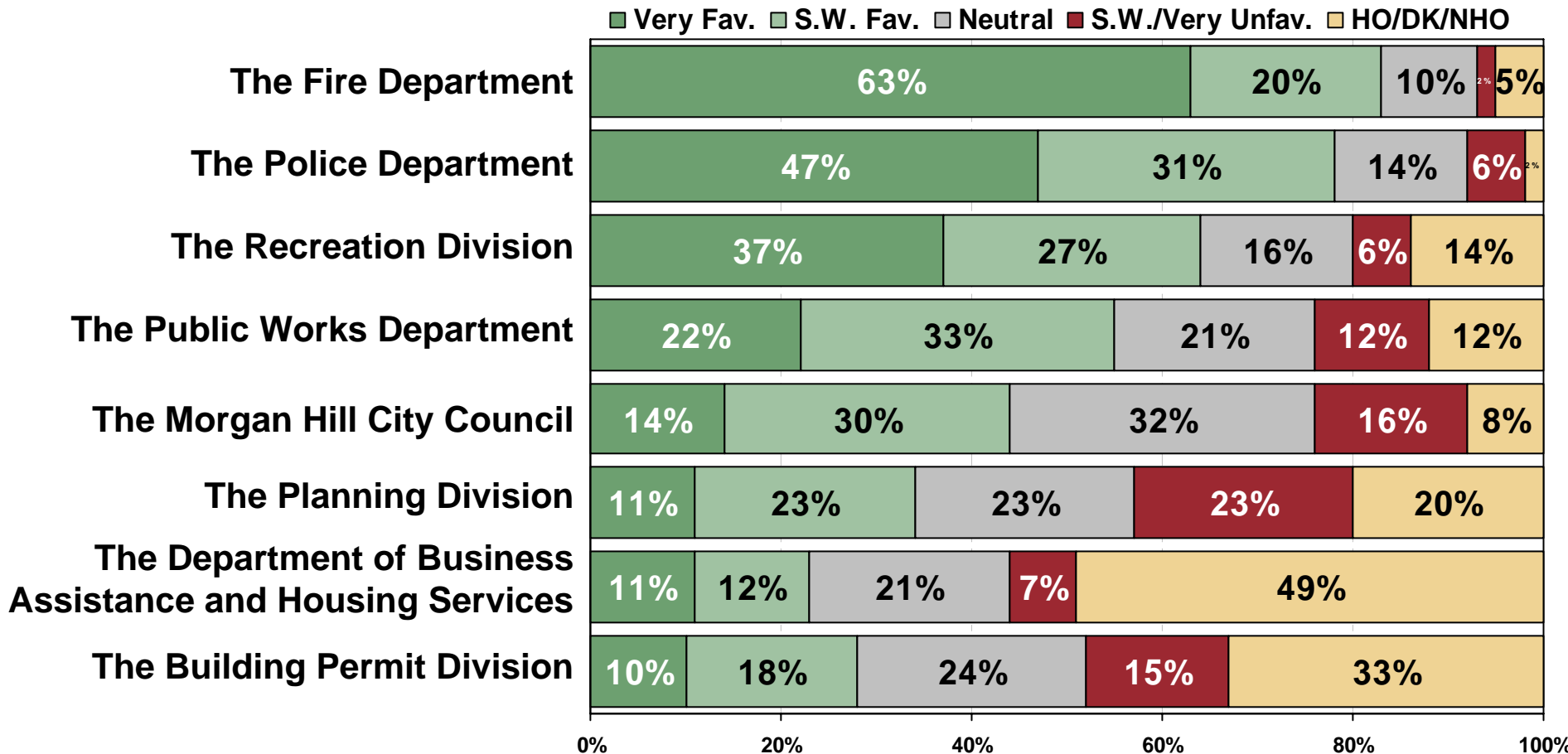
Ratings for Morgan Hill's City government are comparable to other cities.

Positive Evaluations of City Government Performance





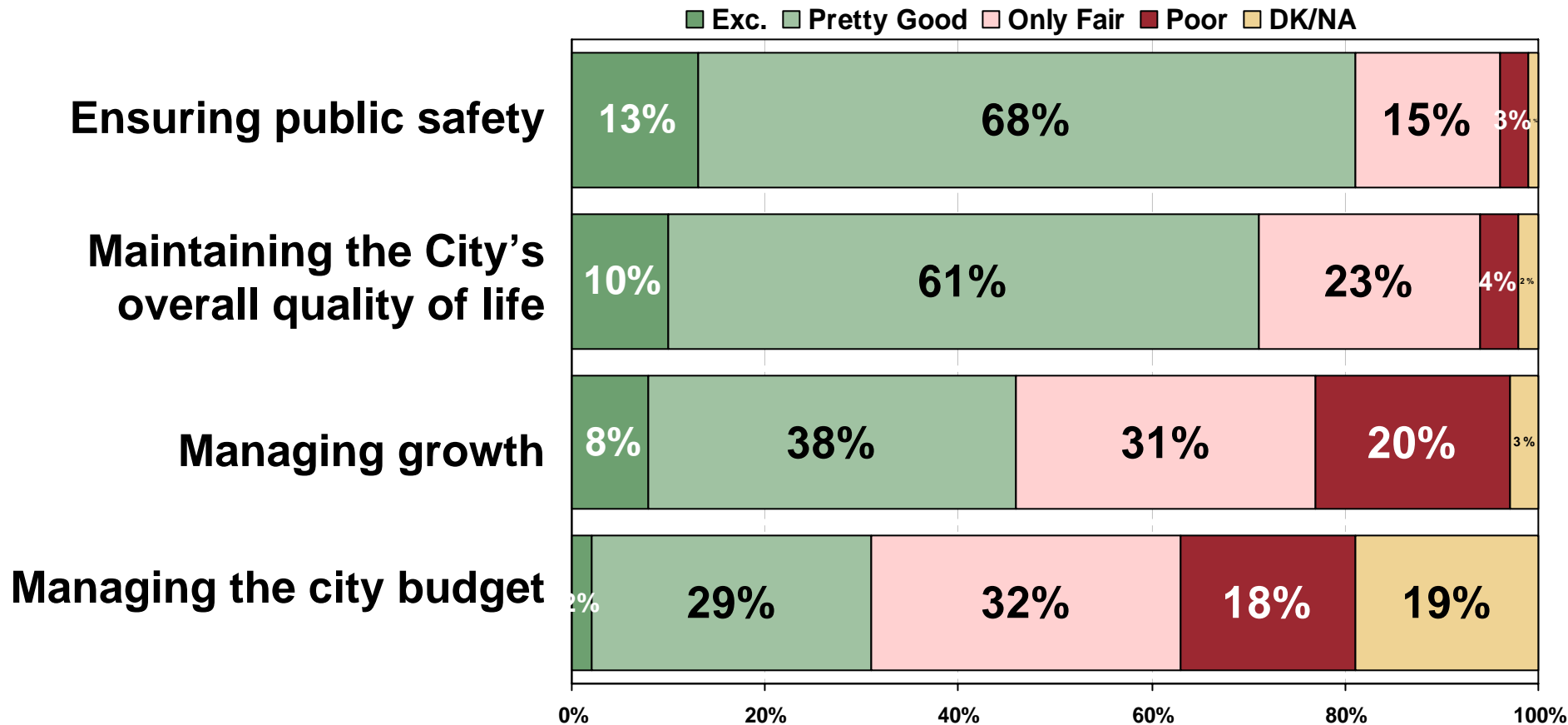
Voters have a favorable impression of most City departments.



5. I'm going to read a list of Morgan Hill City departments and divisions. I would like you to tell me if you have a generally favorable, neutral, or generally unfavorable opinion of each one.



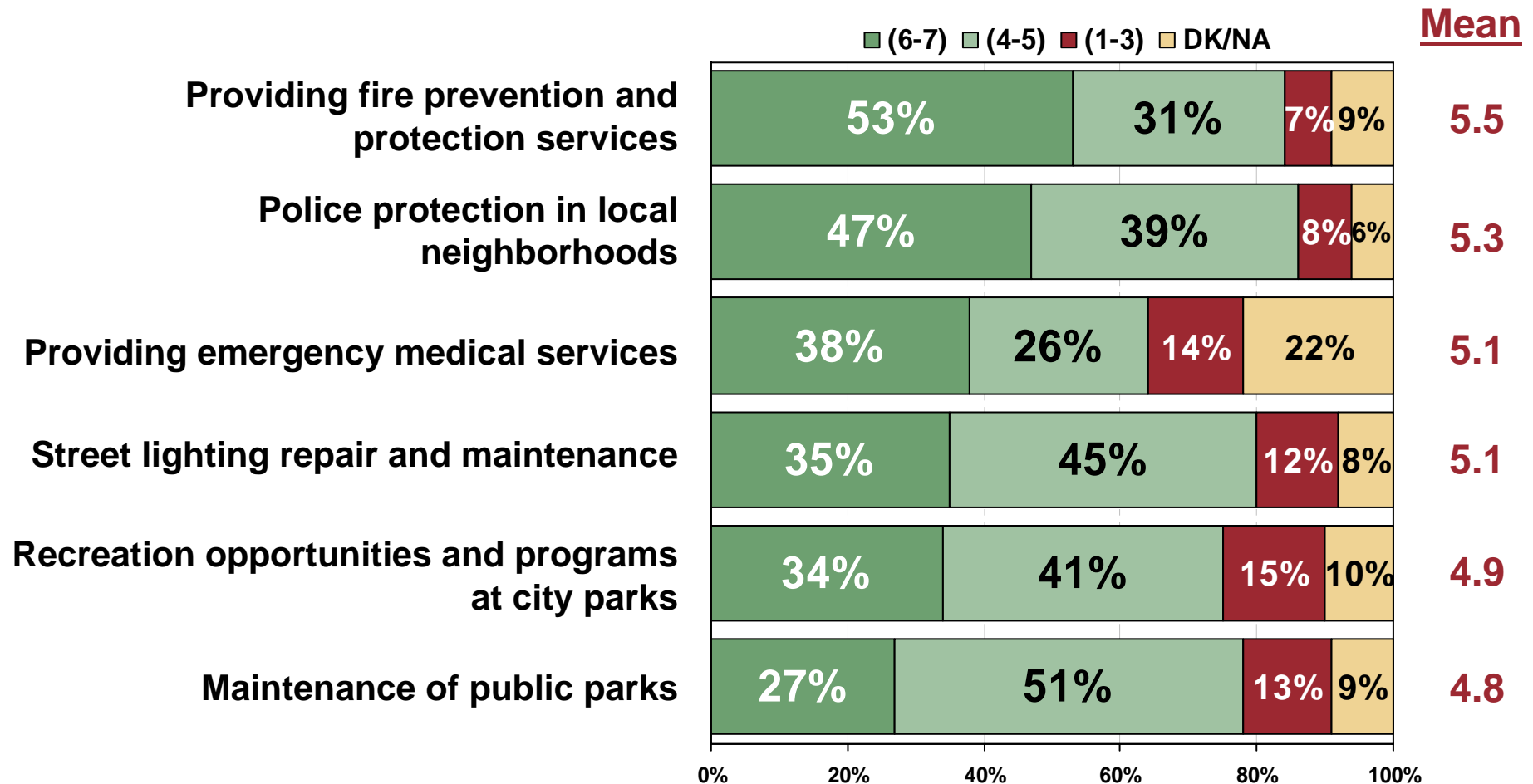
Voters give the City lower marks for its performance on budgeting and managing growth.



10. I am going to read you a list of different aspects of the services City government provides to residents of Morgan Hill. Please tell me whether you think the City is doing an excellent, pretty good, only fair, or poor job of providing that service.



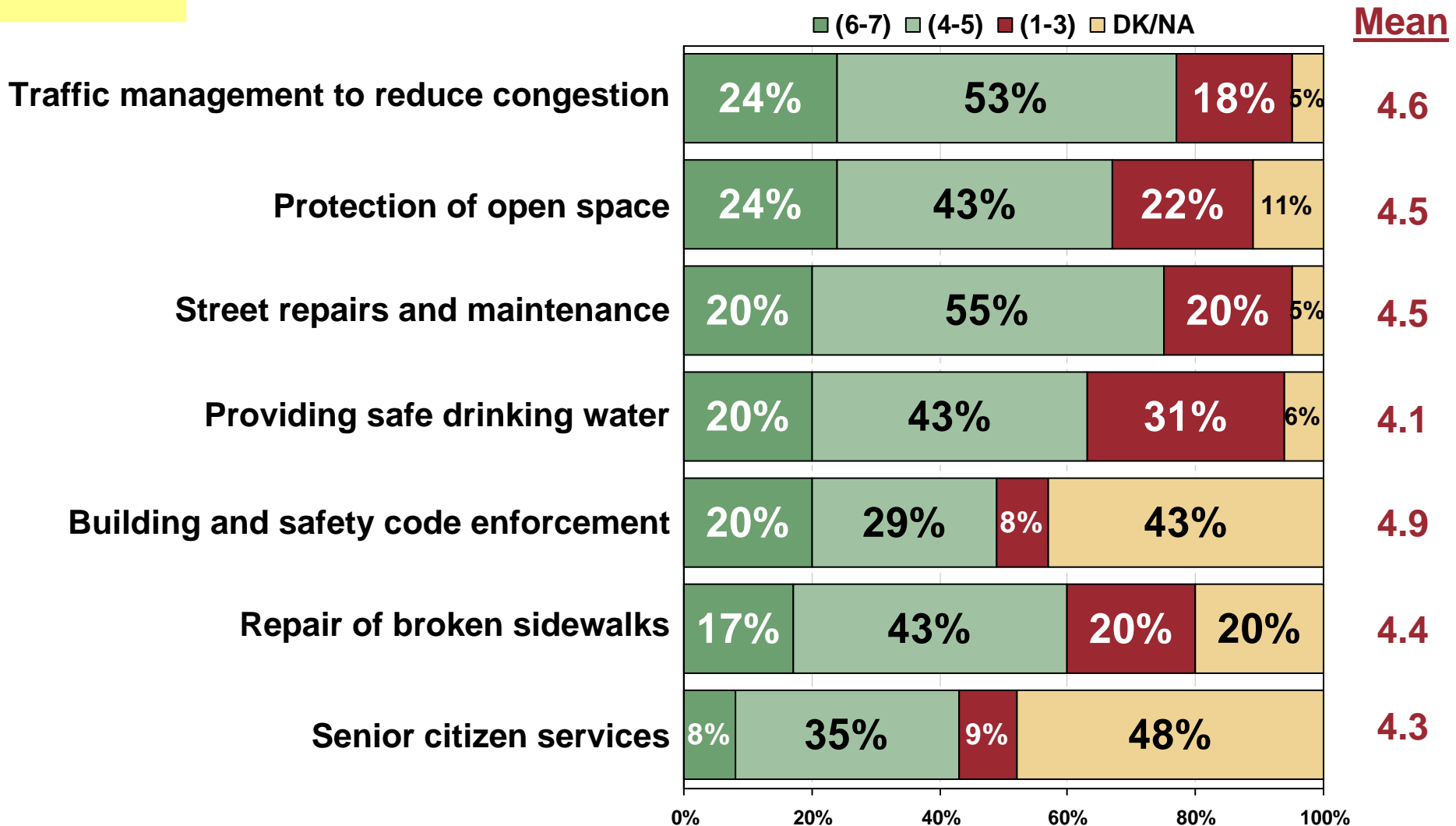
Voters are most satisfied with public safety services.



11. I am going to ask you about some more specific services provided by Morgan Hill City government. For each, please tell me how satisfied you are with that service. Please use a scale from one to seven, where one means you are NOT AT ALL SATISFIED and seven means you are VERY SATISFIED.



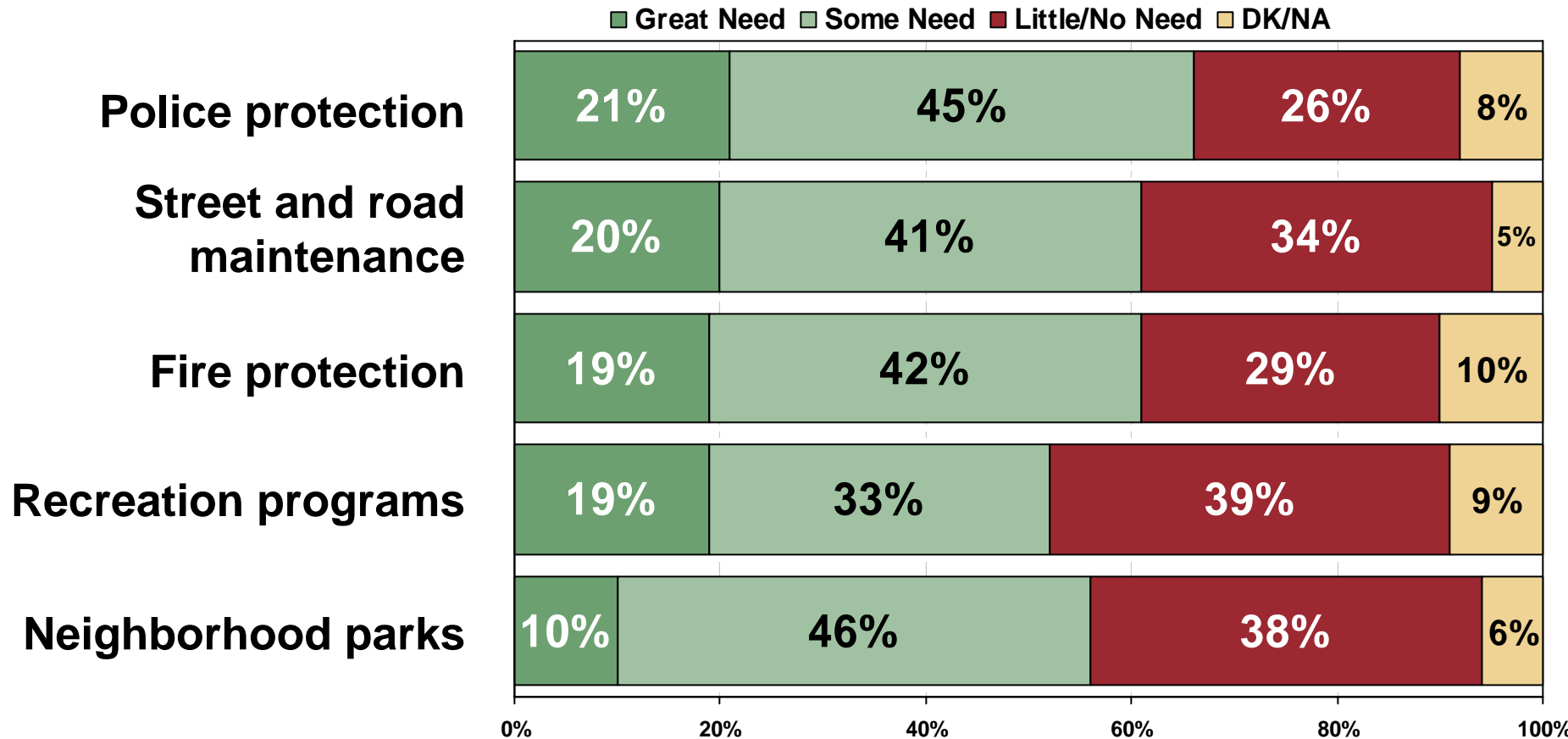
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Voters see the greatest need for additional funding for police protection.



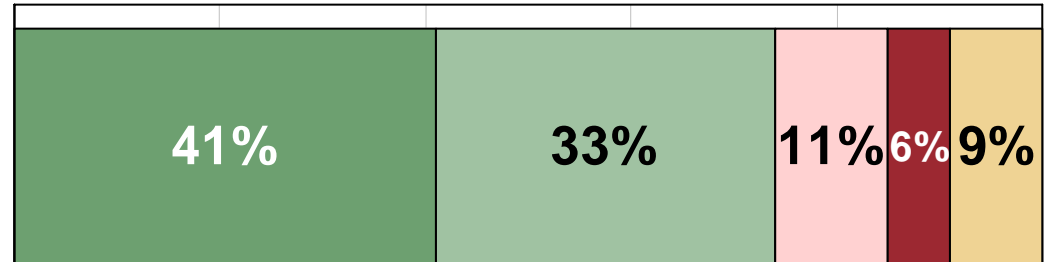
12. Let me mention another short list of public services in the City of Morgan Hill. Please tell me if you think it has a great need for additional funding, some need, a little need or no real need for additional funding.



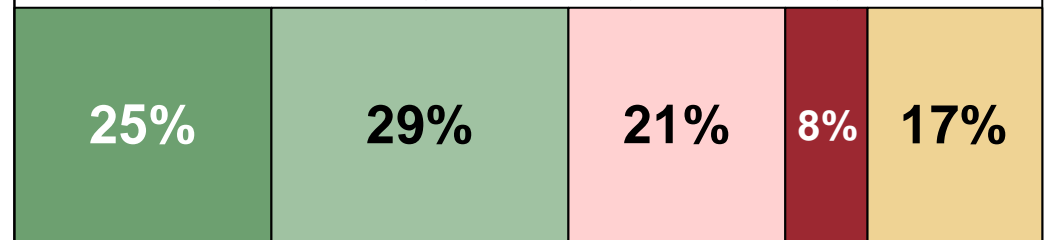
Voters clearly recognize the impact of state budget cuts.

■ Strng. Agr. ■ S.W. Agr. ■ S.W. Disagr. ■ Strng. Disagr. ■ DK/NA

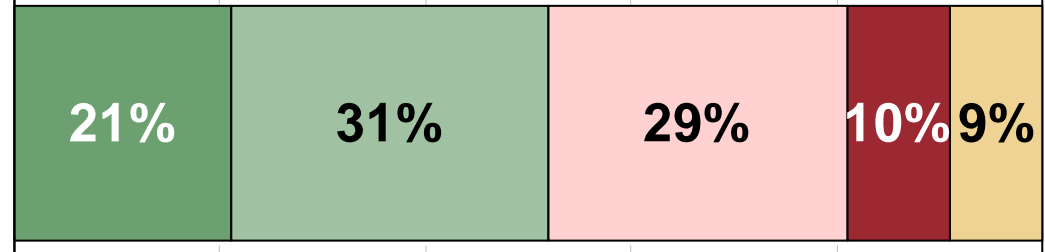
State budget cuts have been a major cause of cutbacks in city services.



There is too much waste and mismanagement in city government



City services in Morgan Hill are not keeping up with the pace of growth and development.



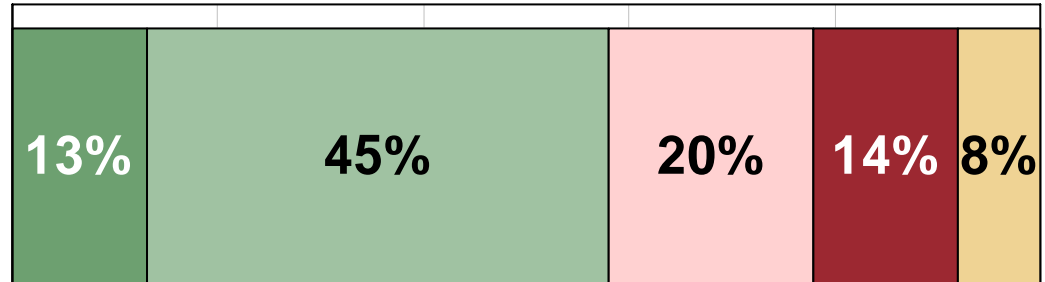
0% 20% 40% 60% 80% 100%



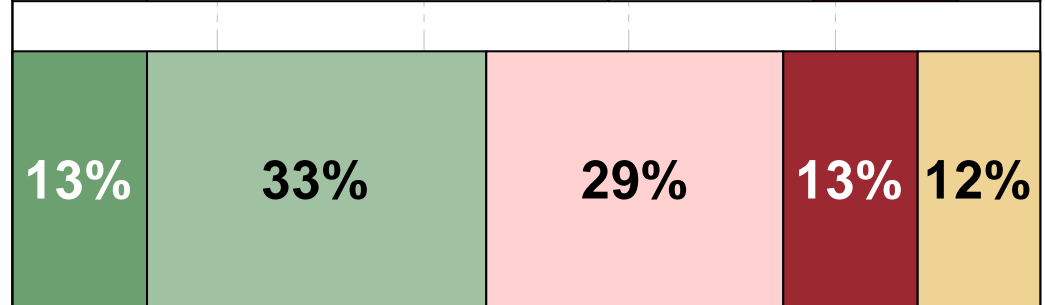
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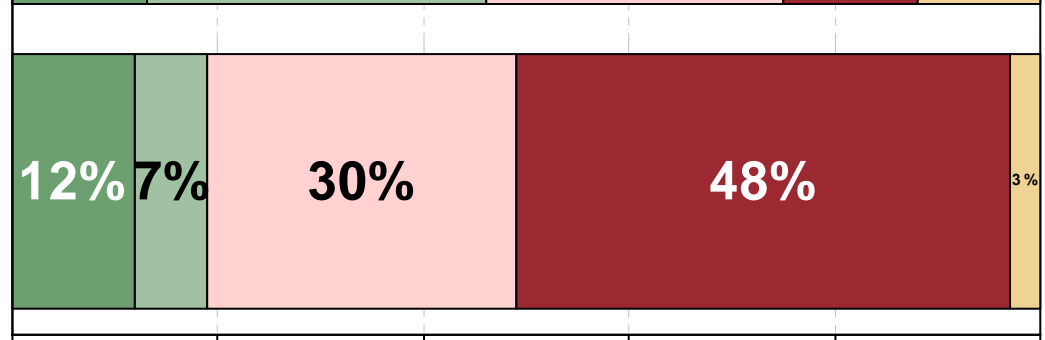
The City of Morgan Hill can be trusted to properly manage additional tax dollars.



The City of Morgan Hill cannot provide the level of service that residents want and need without additional funding.



I would never vote for a tax increase no matter what the money raised would be used for.



0% 20% 40% 60% 80% 100%

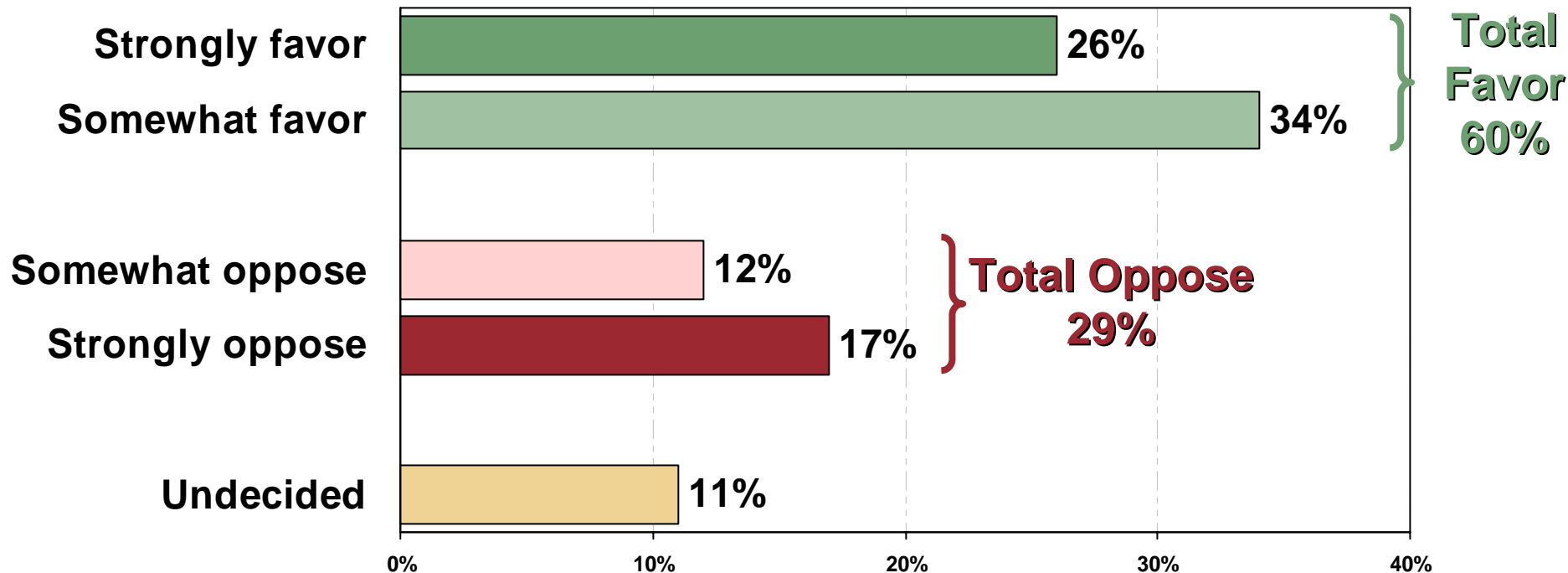


Attitudes Toward a Potential Tax Increase



In concept, most voters would be willing to support a tax increase.

Suppose there were a measure on a City of Morgan Hill ballot asking voters to approve a small tax increase to restore recent cuts in essential City services – including police, fire, and street and park maintenance – and to prevent further cuts in those services.

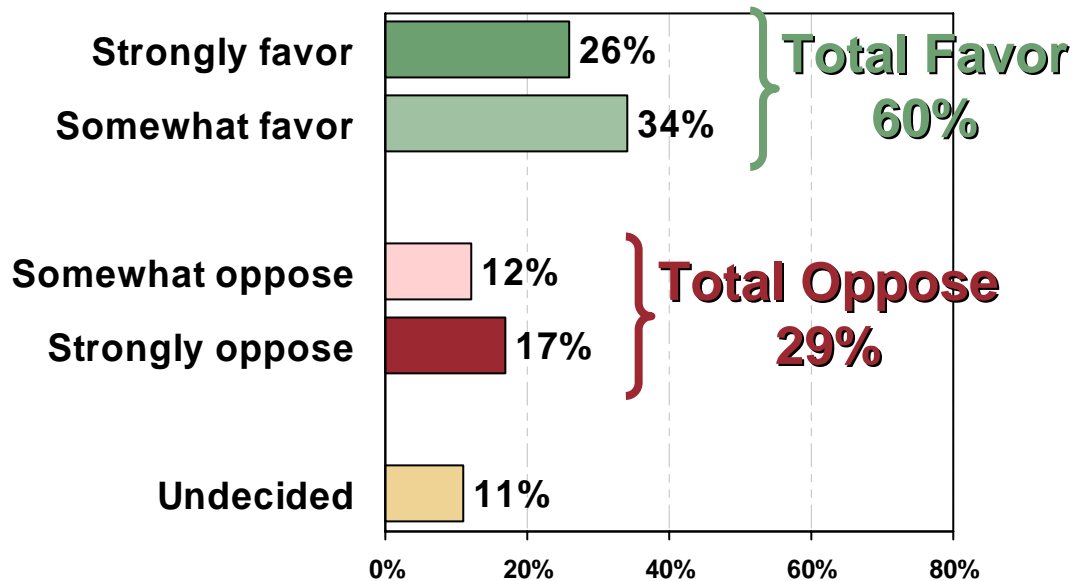




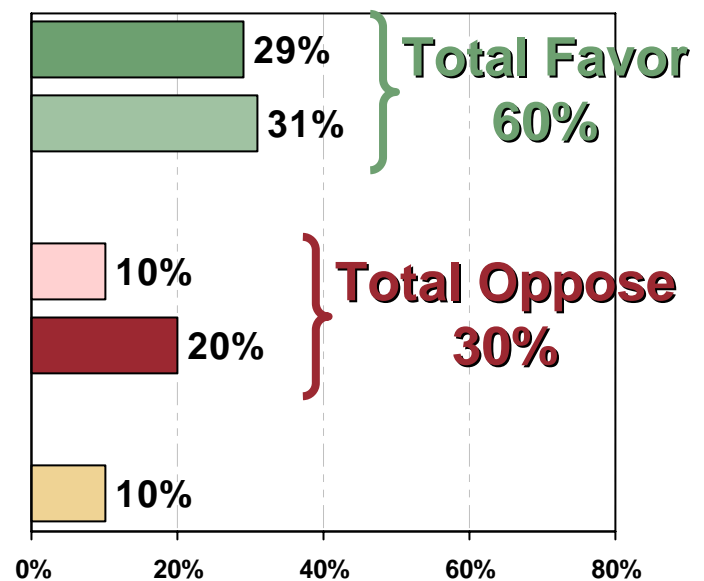
Providing additional context leaves support essentially unchanged.

Let me give you a little more information. The City of Morgan Hill has recently cut almost two million dollars from the City budget. This has meant fewer street repairs, cuts in recreation programs and police support staffing levels, and a reduction in park maintenance.

Initial Support



After Information





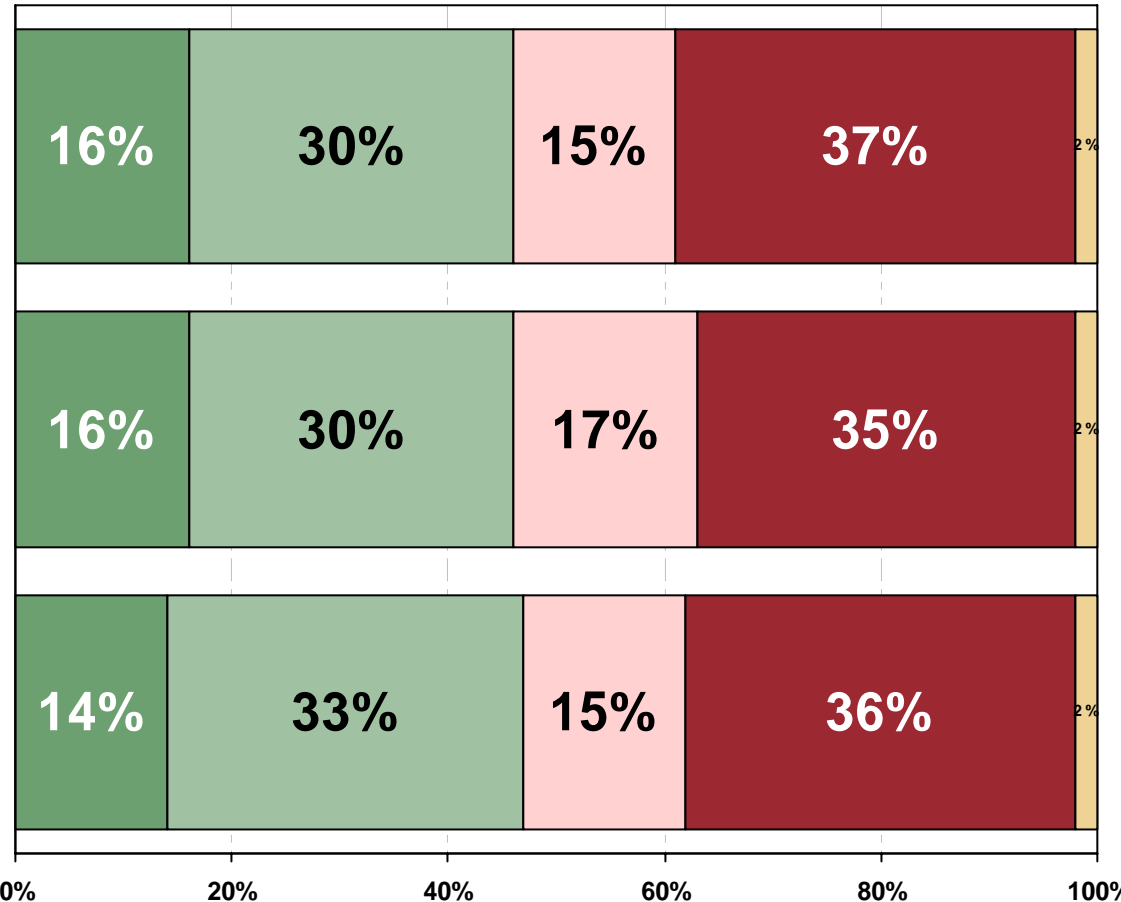
Voters are far more hesitant to support a specific funding mechanism.

***Increasing the city sales tax by ½ cent**

Charging a monthly fee of \$2 per residential phone line to fund 911 emergency services

***Increasing the city sales tax by ¼ cent**

■ Strng. Supp. ■ S.W. Supp. ■ S.W. Opp. ■ Strng. Opp. ■ DK/NA

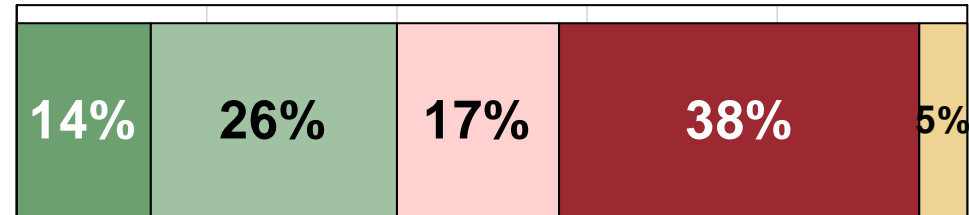




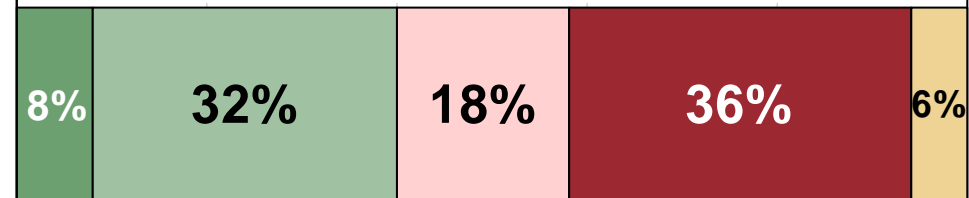
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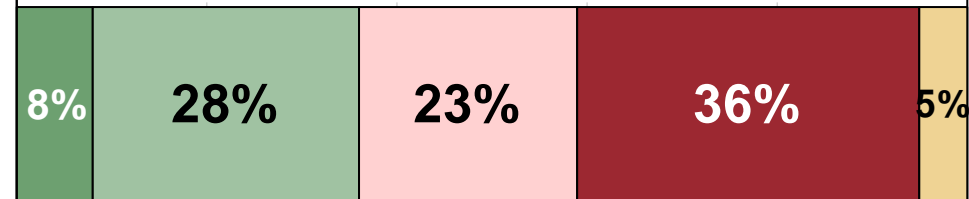
***Charging a parcel tax of \$60 per year on every piece of property in Morgan Hill**



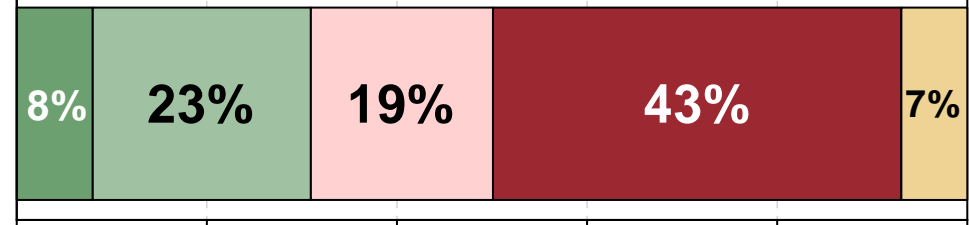
Establishing a utility users tax at 1% of utility bills



Creating a fire assessment district which would charge an assessment of \$120 per year per residential property to fund fire and emergency medical services



***Charging a parcel tax of \$120 per year on every piece of property in Morgan Hill**

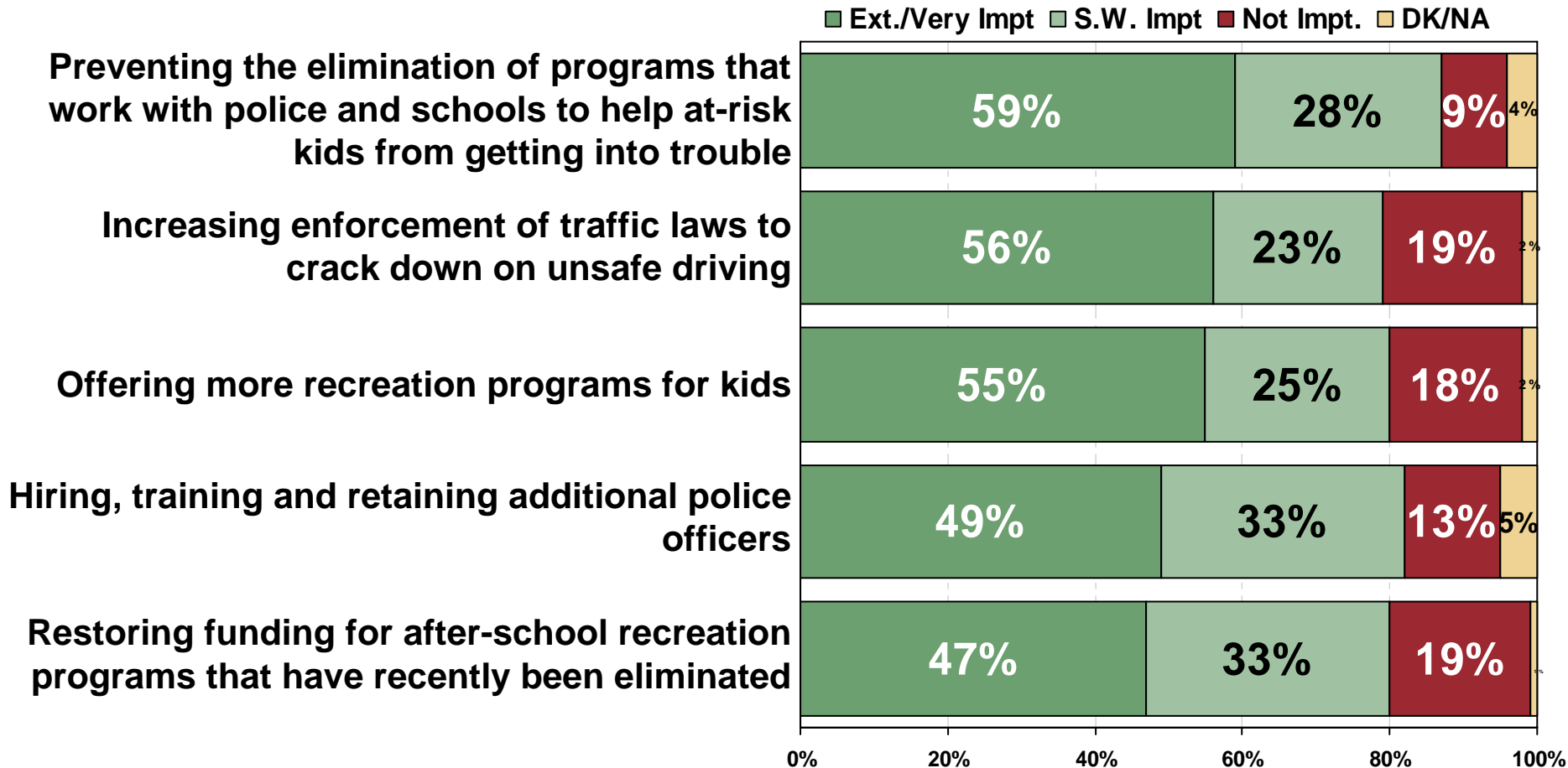


0% 20% 40% 60% 80% 100%



Voters rate public safety programs and programs for kids as their highest priorities.

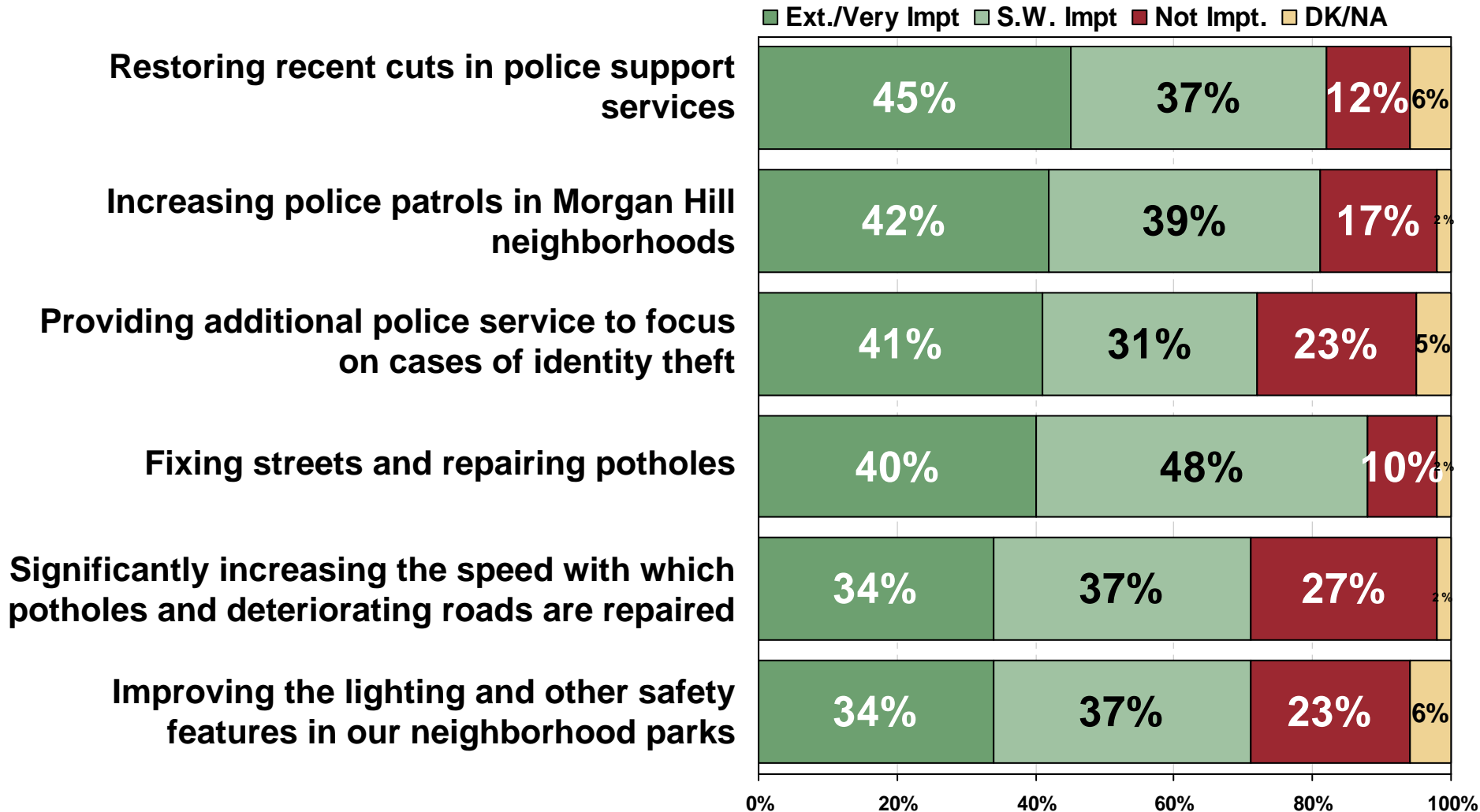
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Public Policy Analysis*



15. I am going to read you a list of specific City projects and services that could be funded by a ballot measure. Please tell me how important it is to you that that project or service be funded: extremely important, very important, somewhat important, or not important. Split Sample



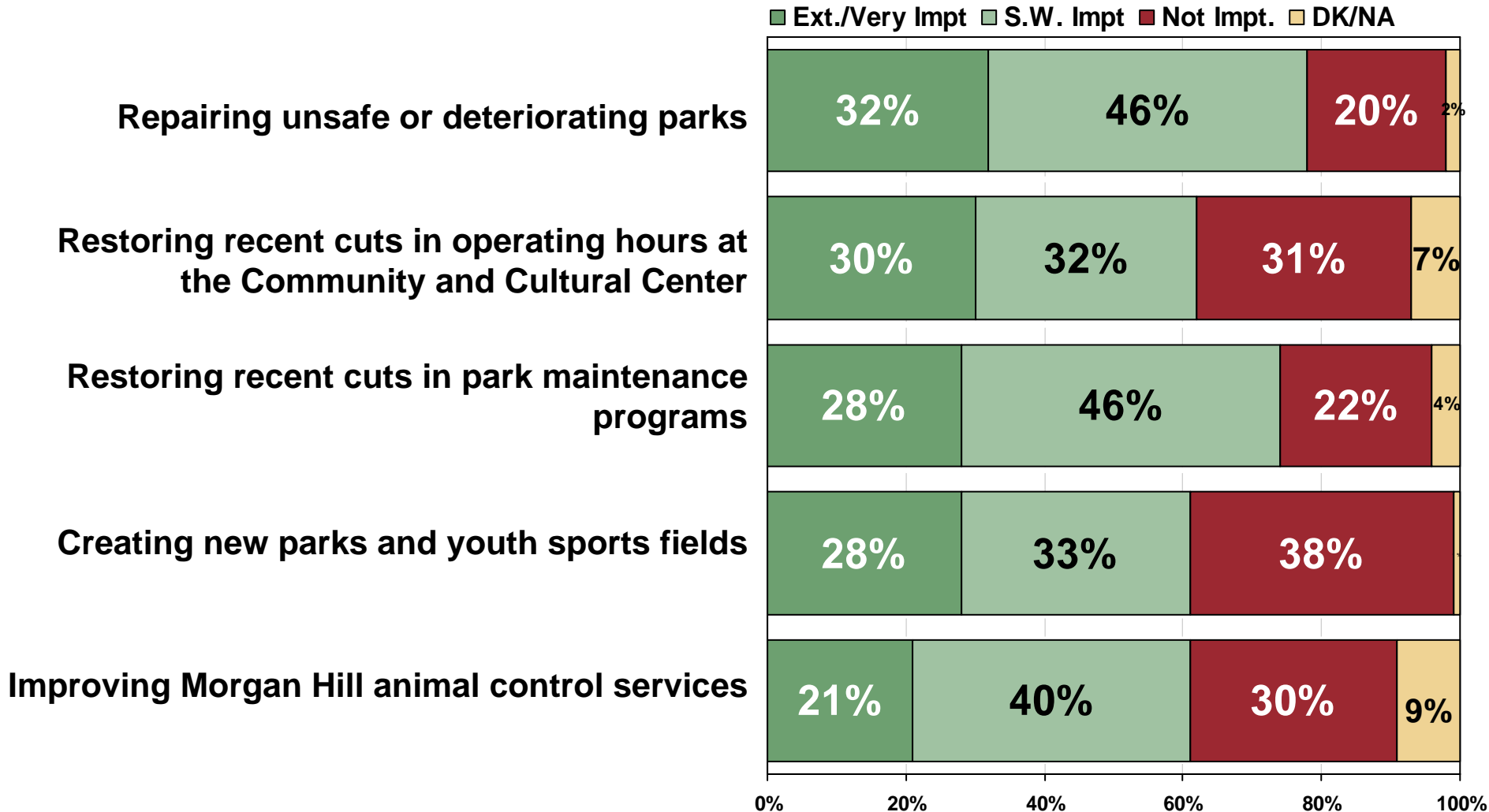
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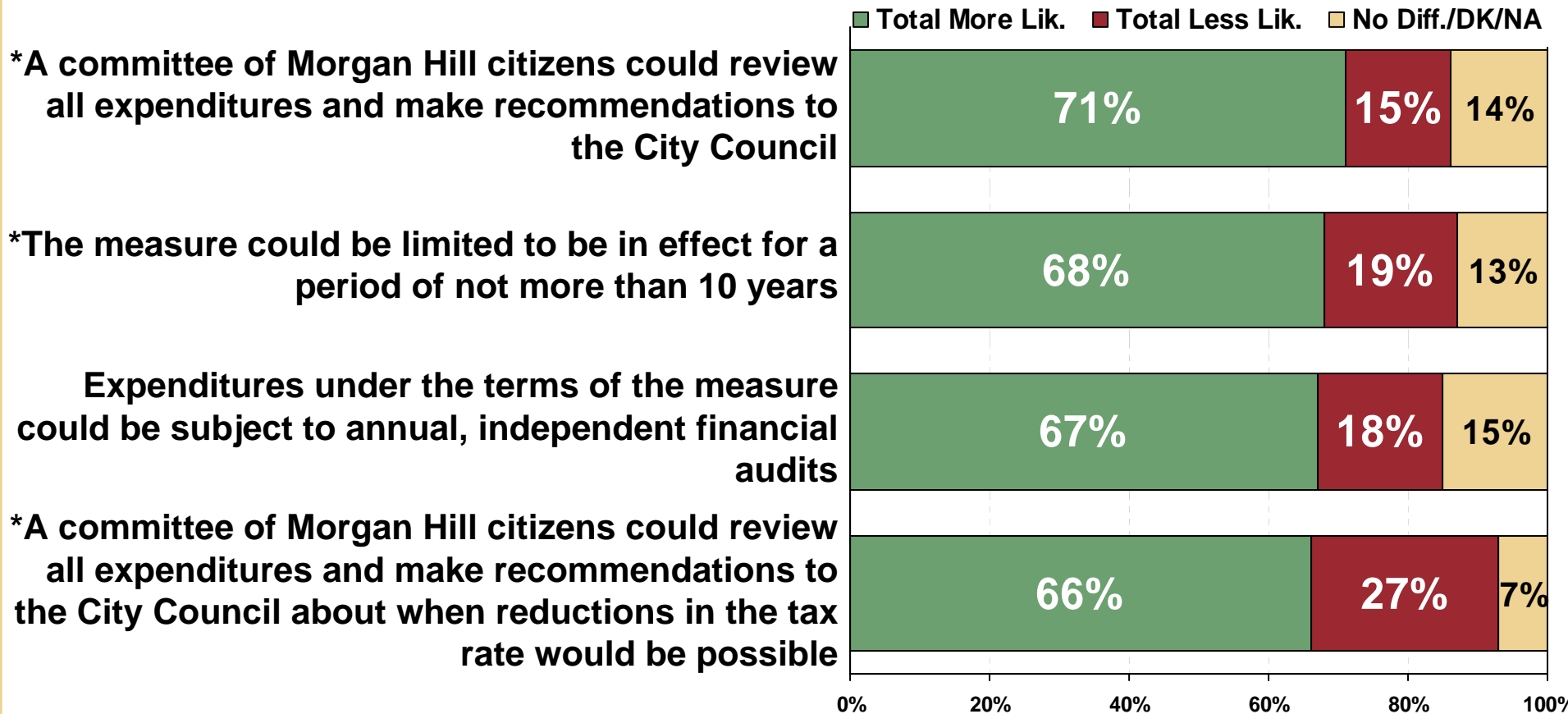
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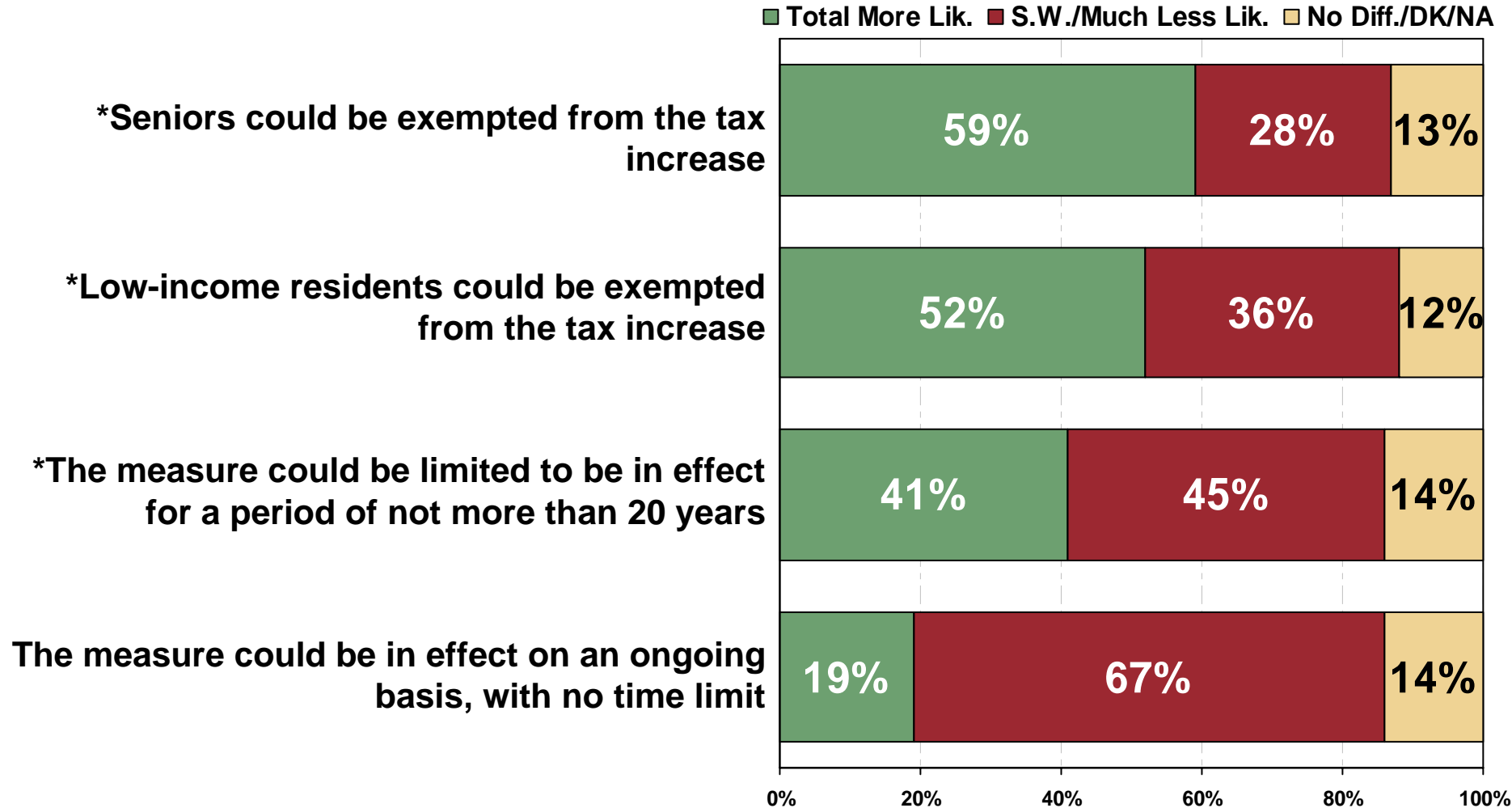


Fiscal accountability mechanisms are critically important.





Continued:





Conclusions

- **Voters are generally highly pleased with the quality of life in Morgan Hill.**
- **Housing costs are the only issue that most voters perceive as a serious local problem.**
- **Voters think City government in general – and most specific departments – are doing a good job.**
- **Voters recognize the negative impact of state budget raids.**
- **In general, about three in five voters would be willing to support a small tax increase to fund local services.**
- **However, no specific funding mechanism receives the same broad level of support.**



Conclusions (Continued):

- **Voters place the highest priority on funding improvements to public safety services and services for kids.**
- **Any ballot measure must include strict financial accountability provisions, preferably including a ten-year sunset.**
- **Overall, many Morgan Hill voters see little urgency in approving a tax increase at the present time. Voters should be educated as to the City's needs and reasons for placing a ballot measure before the voters to raise additional revenue.**



Benchmarks for Progress:

- The following are some the key indicators we typically look for to maximize a measure's chances of success:
 - *Total support for a general tax at 60% plus; for a special tax, at 70% plus*
 - *Strong support for a measure at 35% plus*
 - *“Great need” for funding for some items at 30% plus*
- None of these, however, is an absolute rule; measures can pass with lower numbers, and the full context of voter opinion must always be taken into account.



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